INFORMATION TECHNOLOGY AND CHANGING SOCIAL ENVIRONMENT : A SOCIOLOGICAL STUDY (WITH SPECIAL REFERENCE TO SASARAM CITY)

A Synopsis Submitted

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Name of the Supervisor

Name of the Researcher

Himanshu Shekhar

Assistatnt Professor

Dept. of Sociology

J.N.College, Madhubani

Class Roll No.-12

PAT- 2021-22

PAT Roll No- E2219008

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Synopsis

Department of Sociology (Faculty of Social Sciences)

LN Mithila University, Kameshwaranagar, Darbhanga

1. Topic:

Information Technology and Changing Social Environment : A Sociological Study (With Special Reference to Sasaram City)

2. Introduction:

As human civilization develops, the role of information becomes important because it ensures the survival, restoration and prosperity of the society. In the present time, information technology has brought about revolutionary changes in the society and social institutions. Due to these changes, social life has expanded extensively. Information technology has affected every aspect of social life including dispersed relations between people, social, political and global relations. Information technology has turned the world into a small village. These technologies have created new dimensions of scientific and economic development, as a result of which social changes have become possible in most of the countries of the world. Due to increasing interconnectedness, the use of information technology is increasing at a rapid pace in all sections of the society, which is causing significant changes in every aspect of the social structure.

After the development of information technology in the urban society, in the present time, creation of technical knowledge is necessary for the development of rural society, which is possible only with the latest information technology. Information technology is a powerful element in the development of all sections of society. This is a valuable element, due to which developing activities become possible through forecasting, planning, directing, controlling, decision making and coordination for production and effective activities.

Himanshu Thakur
15.03.21

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decision making and coordination for production and effective activities. Important changes are taking place in people's life and working style through information technology. Information technology has accelerated the impact of information, resulting in drastic changes in education and social traditions.

Generally, information technology is a broad concept, it is a satellite based technology which includes all the technological devices like computer, hardware, software, internet, smart phone etc. The important work of collecting different types of information systems, refining them, storing them, displaying them in sequence and integrating them according to the subject is done by the computer. Information technology is related to practical skills and reasoning. According to UNESCO, 'Information technology uses management techniques in scientific, technical and engineering fields to make information helpful in decision making.' Information technology is a technology that can be used by social organizations to strengthen their development work and security. Used to be. At present, information technology has expanded its scope to such an extent that development is not possible in its absence. Using the latest information technology is providing significant help in making information available globally and to the common people. Information technology is a broad term which includes information devices like television, computers, software, hardware etc. Generally, information technology is being used extensively for education, health and business. Most of the countries of the world have established such organizations which can develop the nation technically by promoting and promoting information technology.

Although it is found that information and technology are two different words but when both information and technology are combined then this word gives a special context which has become important in the last few decades. The term information technology has originated in recent years. In the eighties, the popularity of this sentence increased rapidly and it started being linked to

Himani Shah
15.03.24

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computer technology. Due to the emergence of globalization and liberalization in the last three decades, this term has started being used on a large scale. In the present era of globalization and liberalization which has taken the world as a village, immense benefits are expected from information technology. The argument for this aspect is that with the rapid flow of information, social and economic development of all sections will be possible. The foundation of development can be laid through a knowledge economy and information age society. Harmony and better social consciousness has developed among people through information technology. New industries have been created through information technology, as a result of which employment has been created and the standard of living of the people has improved. Information technology has brought immense improvements in education, health, agriculture, social and business activities. Through this technology, desired changes have taken place in the management system of the rural poor because timely and correct information helps in taking effective decisions. As far as social stability of all sections is concerned, information technology has made an important contribution in developing every aspect of this field.

Information technology has attacked social conservatism. Information technology has also expanded its reach in the service sector at a very rapid pace. At the global level, emphasis is being laid on the development of information technology because through this, social and economic identity of all sections of any nation becomes possible. Information technology has affected all aspects of human life such as social, economic, political, community and religious etc. Through this, maximum efforts have been made to make every area human-friendly.

Man is a social animal and man cannot live without communication. Communication is the breath of human life and it works as oxygen for the society. From here, communication becomes an essential part of life and a necessity of

Himanshu Shukla
15.03.24

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life. Apart from being an integral part of life, communication also works to enhance life and expand and develop it. Communication is an essential part of every human being's life which helps in the development of the society. When it comes to means of communication, we undoubtedly cannot separate this necessity of life from the society and the individual. The social structure of the society is developed in such a way that through communication, individuals can develop both themselves and the society completely.

Communication means is an invaluable resource of life. This resource is essential to keep life going. Means of communication is essential to maintain and preserve the values and morality of life. The necessity of communication is essential for smooth and uninterrupted flow of information in the world.

From the point of view of sociologists, communication is a cultural concept which is used meaningfully in the process of socialization. Whenever a human being or a social unit interacts, on one hand it includes elements like action, purpose, action, motivation and orientation and social situation. On the other hand, it is the effort to know oneself, the immediate social environment, the broader social environment and one's own position through the social environment through active actions, contact and communication, which includes the sociality of any person. Is mandatory for. In fact, if there was no communication, the social world would not exist in a person's consciousness. It is clear that mutual contact is the beginning of communication in human civilization, which was simple, vague and unorganized in the initial phase, but with the expansion of material and non-material culture in the process of development, the aspects of communication became so widespread that if the present world is described as ' There would be no exaggeration if we call it 'communication society'.

Himanshu Shukla
15.03.24

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Communication can be called a functional pre-requisite for maintaining the continuity of activity and existence of various components of society. It can be said that the collective character of communication makes the social unit a conscious cultural being.

There is a deep connection between communication and social life. Mutual awareness is an essential element of social relationships. Because communication is a social act of mutual awareness. Intelligence, logic, language, expression, culture are the natural qualities of humans. Communication through a combination of these qualities and material means helps in the formation of social relations through the process of traditional awareness in human society. In today's society, communication is assuming a new important social role.

Man assimilates cultural attitudes, values and behavior patterns through communication. Therefore, the basic basis of socialization is communication. With the progress of modern information technology, their social responsibilities have also increased because modern society has become more dependent on information technology. Information technology helps in keeping the culture and heritage of the society alive and transferring it to the next generation. Folk media perform the same function in developing countries. Information technology as social institutions resocializes by spreading new beliefs and values, due to which there can be contradiction between the nature of traditional messages of primary groups like family, marriage and organizations like caste and the messages transmitted through modern information technology and society. Information technology can also provide a new direction of development to meet the expectations of the society, making the members of the society aware of their responsibilities and building consensus to solve challenging problems. Therefore, information technology is a major medium of socialization.

15.03.24

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Social change is an inevitable social phenomenon. In the opinion of modern social scientists, social change can be achieved through conscious and well-organized efforts through human conscience. Information technology is playing an important role in the process of social change. Due to this there has been a change in the traditional structure of the society. Like food, clothing, lifestyle and lifestyle etc. The exchange of messages has also influenced business, education and entertainment. A new material culture develops from information technology which is changing the entire social organization and introducing a new social system.

New ideas are prevalent in the society through information technology. Information technology integrates and disseminates education, knowledge and information in society. Due to which information technology makes an important contribution in solving the problems arising from changes in the socio-cultural environment of the society. In many circumstances, information technology also provides leadership to society for social change. In this situation, he also plays the role of spokesperson of the information technology group and continues to fulfill his social responsibility work through positive social change.

Along with socialization and social change, maintaining harmony and order in social activities is the main social responsibility of information technology. This is the reason why sociologists have included information technology as a powerful means of social control as an agency of public opinion.

According to Dr. Shyamacharan Dubey, information technology accelerates cultural continuity by establishing relationships between individuals, society and values through mutual exchange, hence cultural continuity is considered a social process based on mass media. Dr. Radhakamal Mukherjee in his book In "The Social Structure of Values" it has been clarified that the elements of social control include ideologies through social suggestion, social moral

Hmara Shaikh
15.03.24

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values, religion, folk customs and practices, fashion, art and literature, public opinion and propaganda, gifts, law and education. Information technology as the agency of these elements of social control is an effective means of social control. They are also the main agencies of public opinion formation and its expression. Information technology creates pressure on prevailing moral values and rules and regulations by publishing social and anti-social activities. Due to which public opinion is formed in a certain direction.

In fact, the development of theories in social sciences is related to social behaviour. The theory starts with a problem or incident. In this regard, the comprehensive practice that we get after classification and generalization of facts etc. is called theory.

Information technology is actually a social science. For this reason, the same rules of social science are applicable in the field of information technology also. The creation and development of principles of information technology is also based on social behaviour. No theory will be found which is not related to social behaviour. Because whatever happens in the field of information technology is directly or indirectly related to social behaviour. For this reason, to understand information technology properly, it is necessary to understand social behaviour and not any imagination. The relationship between the principles of information technology and society is important and it is not possible to imagine and run a society without each other. Thus, the relationship between society and information technology is interdependent.

The basis of the social theory of information technology lies in the fact that information technologies come into existence from the needs of society and both influence each other. On this basis, the relationship between information technology and society can be understood on the following basis:

Himanshu Shekhar
15.03.24

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Information technology medium and society depend on each other and influence each other.

(i) Information technology completely depends on the society.

(ii) Societies are deeply affected by information technology.

(ii) Both are independent from each other and do not have a decisive influence on each other.

In this way, we can understand that information technology is a means of conveying social reality to its household, that is, the household receives social reality through information technology. But here the question arises that in what form does information technology communicate reality. In this regard, Dennis McKell has presented many viewpoints in his book titled 'Mass Communication, Theory'. The main ones are:

1. Information technology is like a window through which the world perceives reality without any external hindrance. It is implicit in this theory that the household expands its experiences through the message communicated by information technology.

2. Information technology is like a mirror through which society reflects itself as it is. It is obvious that the subject accepts the reality as much as it is reflected by the medium and in the form in which it reflects itself. According to this theory, reality does not express itself in the form in which the viewer wants to accept it.

3. Information technology is like a platform which expresses the reality of the society. This principle also implies that anyone can use information technology to convey their message.

4. Information technology is a barrier that keeps people away from reality through illusory or false construction of reality. That is, information technology

15.03.24

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takes the household away from reality. He presents a misleading and false picture of it and thus misleads about reality.

Before making any assumptions about the role of information technology, it is important to know that these mediums have assumed institutional form. The reason for this is not only that these mediums fulfill the needs of the people but they are also a medium to fulfill economic and business interests and gain control over power.

Providing information is the main function of information technology. To inform people about whatever is happening in the society, whatever is the condition of the society and the world. To explain the relationship between government and society and to give information about the changes taking place in the society. Information technology not only communicates information but also provides its interpretation and analysis. He provides support to the government, warning people about its power and the rules it makes. He works to create consensus among people on various issues. It helps people to choose their priorities and makes people realize that they are a part of the society and thus supports the process of socialization.

Information technology gives expression to the forms of culture which dominate the society. It also presents forms of culture which are not dominant but which are present in some form or the other. It also gives space to new activities and developments in the field of culture. Creating and maintaining social values is also a main function of information technology. Information technology is a very wide-reaching means of propaganda. It is used to promote all such aspects falling within the scope of politics, economics, religion etc. which are related to the society. Even during war or any such national crisis, information technology generally works as propaganda in favour of the ruling class.

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It is not necessary that information technology does all these tasks in a very systematic manner. Similarly, many of these works also appear in association with each other. For example, an entertainment-oriented message can simultaneously serve to promote a particular political ideology. Similarly, each message is also representing cultural patterns in some way or the other.

Indicators of national development of a country include per capita income, literacy, urbanization and industrialization resources as well as information technology. According to Indian sociologist Dr. Shyama Charan Dubey, information technology can effectively motivate people to participate in social planning for development by changing their attitudes and values. Due to which the common people can become aware of various social problems like widow remarriage, women's education, dowry system, alcoholism, caste discrimination, untouchability, poverty, illiteracy, population growth etc. and make their positive contribution in solving them. Especially in developing countries, the main responsibility of information technology is to identify the social, cultural and economic needs of the poor and the deprived and create public opinion towards their solution, so that those countries can achieve the goals of development. Communication scientist Daniel Lerner has said that information technology has been recognized as a direct powerful medium of development and has presented them as a multiplier of development in developing countries.

The process of social change requires the creation of group mind which is created by information technology itself. Information technology makes the members of the society aware of the development possibilities, provides technical knowledge and widely disseminates development related information at all levels, local, community, regional, national and global. Due to which information technology plays the role of a connecting link between policy makers and the general public in development planning. In this way, along with maintaining social development, change and development, information

Himalaya Shukla
15.03.24

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technology also provides knowledge, education and entertainment services to the society.

Environment is living things and what is around them. It can be living or non-living things. It includes physical, chemical and other natural forces. Living things do not simply exist in their environment. They constantly interact with it. Organisms change in response to conditions in their environment. In the environment there are interactions between plants, animals, soil, water, temperature, light, and other living and non-living things.

The word 'environment' is used to talk about many things. People in different fields of knowledge (like history, geography or biology) use the word differently. An electromagnetic environment is the radio waves and other radiation and magnetic fields. The galactic environment refers to conditions between the stars.

In psychology and medicine a person's environment is the people, physical things, places, and events that the person lives with. The environment affects the growth and development of the person. It affects the person's behaviour. It affects the person's body, mind and heart.

Environment literally means surrounding and everything that affect an organism during its lifetime is collectively known as its environment. In another word "Environment is sum total of water, air and land interrelationships among themselves and also with the human being other living organisms and property."

'Environment', this word has a great importance in our life. The simple definition is the 'surrounding'. It is what surrounds a thing. We can also define it as "environment is the combination of all of physical and organic factors that act on a living being, residents, or ecological society and power its endurance and growth."

15.03.24

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It could be a physical component, which is known as physical environment or a-biotic environment that includes the built environment. The natural surroundings like air conditions, water, land, atmosphere etc are also the part of physical environment but they are commonly known as natural environment. People's surrounding the item or thing, this type of environment are known as human environment and includes elements like the religious environment, emotional environment, residence, relations etc.

For decades, the medical community has understood the important influence an individual's environment has on their health. This has led to many health promotion interventions which focus on improving health by improving the environment of a community. It has also led to increasing calls for future health promotion efforts to move beyond attempting to change individual behaviours and instead focus on creating healthy environments, which are conducive to health.

An individual's social environment, including the social relationships an individual makes within it, can also have a profound impact on the quality of parenting, which in turn affects a child's health development and future achievements. Inclusive social environments which provide support to parents have been shown to enhance parents' capacity to care for their children and in doing so promote better child health and development. They have also been shown to have a positive effect on the family system, and families who are well connected to networks of supportive individuals are better able to cope with factors which may negatively influence their health.

Social Environment

The social environment refers to an individual's physical surroundings, community resources and social relationships.

Physical environment

The physical surrounding of a social environment include housing, facilities for education, health care, employment and open space for recreation.

15.03.24

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The nature of physical surroundings (including their quality, e.g. the extent to which open spaces are clean and buildings maintained) can influence the quality of parenting and in turn affect the health and wellbeing of children within that environment.

Community resources

The availability of community resources refers to community structures(e.g. political governance) and organisations, knowledge and support within the community. The extent to which resources are available in the community influences the health of individuals living within it. Living in a socio-economically deprived, underdeveloped community, has a negative impact on child development.

Social relationships

Social relationships are the interactions between various individuals or groups. In every society, individuals develop relationships with other individuals to enable them to achieve their goals. These relationships may be entered into consciously or unconsciously (e.g. a friendly chat whilst waiting in a queue or a meeting with a child's teacher). The obligations, expectations, trust and norms of any relationship influence the extent to which these relationships enable an individual to develop "social capital". Social capital is a strong, supportive network of individuals who provides access to emotional and physical resources which an individual needs to fulfil their goals. The social relationships are collectively referred to as the social network. Good social networks are associated with greater levels of social cohesion, informal care and enforcing healthy behaviours such as not smoking and safe sexual practices.

In today's era, technology is a very important factor of social change. If it is said that the most important factor behind all the changes that have taken place in the last five hundred years is technology, then there is no exaggeration in this. It is a reality that progress in the field of science has given rise to many

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inventions. Mechanization has increased due to inventions and as a result of mechanization, revolutionary changes have taken place in the system of production. Thurston Veblen holds technological conditions responsible for social change. Here we will consider the relationship between technological factors and social change and try to know how technological factors contribute to change in various areas of life.

1. In this era of mechanization and social change, inventions and discoveries have special importance today in science and technology. At present, the inventions of press, wheel, steam engine, ship, motor car, aeroplane, tractor, telephone, radio, television, electricity, typewriter, computer, gunpowder, atom bomb etc. have brought radical changes in various spheres of life. MacIver says that the invention of the steam engine has influenced human social and political life more than even its inventor himself could have imagined. Ogburn mentioned 150 changes caused by the invention of radio. Spicer has mentioned many such studies which show that the use of small devices has brought about vast and unexpected changes in human relationships. Many social changes took place due to the installation of automatic machines in cars. Are. This increased the independence of women, it became easier for them to drive cars, they started going to clubs, their mobility increased and it also affected their family life. With the opening of new factories in India and production with the help of machines, people had to go to different places to work and people of different castes had to work together. Due to this, caste system and joint family system disintegrated, untouchability reduced, class system flourished and women's independence increased.

2. Mechanization and change in social values: Mechanization has contributed in changing social values. Social values have special importance in our lives and we try to mould our behaviour according to them. At present, the importance of individual property and power has increased and the values of collectivism have weakened. Now, due to the increasing influence and importance of money and

Himanshu Shukla
15.03.24

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political power, more respect or prestige is given in the society to those people who are rich, big businessmen or industrialists, politicians or administrators. Mechanization has contributed to increasing the importance of acquired qualities rather than given ones.

3. Advanced means of communication and social changes: New advanced means of communication, which are an influential technological factor, have given rise to many complex social changes in development. There are many technologies of communication, among which stars, telephone, radio, television etc. is prominent. Communication is the basis of social relationships. Cinema and movies have contributed a lot in changing people's thoughts, beliefs and attitudes. Besides, it has also affected family, social and caste relations. Now, with the help of radio, any talk, information and ideas can be conveyed to millions and crores of people within a few moments. Radio is also a healthy means of entertainment. Radio and television have encouraged family members to spend leisure time sitting together. Due to this, the members do not have to wander here and there for their entertainment and at the same time their family relationships have become stronger. Through various means of communication, people of different cultural groups have got the opportunity to understand each other, as a result of which the cultural distance among them has reduced and assimilation has taken place.

4. New technologies and social changes in the agricultural sector. Use of new technologies is one such technological factor which has contributed in bringing many changes in life. Due to improvements in the breeds of animals, use of fertilizers, varieties of seeds and labour-saving machines, agricultural production has increased both in terms of quantity and quality. Advanced means of irrigation have also contributed significantly in increasing agricultural production. It affected not only economic life but also social life. Earlier, for proper operation of agricultural work, cooperation of other people was required due to which

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collectivism remained important in the villages. Now, with the use of labour-saving machines, a person has less need for help from other people in agricultural work. This has increased the importance of individualism instead of collectivism. Also, the need for fewer people in agricultural work due to the use of machines has increased the importance of nuclear families instead of joint ones. New technologies used in the field of agriculture have changed social relations, people's attitudes and attitudes to a great extent. Now even in rural areas, formality and artificiality are increasing instead of closeness and intimacy in relationships.

5. Production system and social change: Production system is also a major technological factor which has changed from time to time.

At present, information technology is a medium whose reach is worldwide. Today, news breaking on information technology is making headlines in news channels and newspapers. Everyone, from the common to the special, is competing to upload selfies. From corporate world to public institutions are using information technologies for their publicity. Information technology marketing has reduced the market to one click. While on one hand the accessibility and practical capabilities of information technology are making people's lifestyle easier, on the other hand the increasing cyber crime is also creating many problems for the people. Information technology media has become an integral part of online media. Information Technology 2.0 provides a platform to connect people through online websites based on web technology. Information technology transmits all three types of content: text, audio and video. Today, the world's population spread across thousands of kilometres comes face to face with one another with a single click and is able to express their views both individually and collectively. Information technology has crossed all limits and given itself the best place on the world stage. At present even the smallest issues of the society get a world level platform. Information technology has made its place in

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people's daily routine and people have started considering it as an important part of life. It connects them with people and gives them global recognition. This medium is becoming the most popular medium of today's era. In the present perspective it can be said that people's life is incomplete without information technology.

Human society has always had a desire to convey its message to each other. Also, media has played an important role in the flow of information in the society. At present, information technology is considered a popular medium for both personal and group information communication. The increasing popularity and accessibility of information technology is playing an important role in spreading education, information, health and awareness in the society. Schemes like Digital India, e-Kranti is working with commitment to provide internet facilities in rural areas, as well as governance initiatives through information technology to provide people with one-stop shopping, banking, ticketing, learning and information. Society is such a link where both positive and negative aspects of facilities are exposed. While there are many positive aspects of information technology, there are also many negative aspects. If the role of information technology is seen in the development of public consciousness, then the use of information technology for terrorism also cannot be ignored.

Information technology plays an important role in the inclusive development of society. Information dissemination is the main need in the development of society. Information technology is the main link of a democratic society. Information technology is emerging as a symbol of public interest in democracy. At the same time, information technology is also doing the work of conveying the government's message to the public and the public's message to the government. At present, information technology is addressed by the name of public awareness platform. Information technology is a medium where people can transmit their ideas individually and collectively to any corner of the world

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without any restriction. The global village concept of information technology has made it the most popular medium at present. Be it Anna Hazare's call against corruption or giving dimension to the voice of expression in a country like China, all are excellent examples of this. Examples like Jasmine Revolution through information technology in Arabia or the appeal for help through Twitter in Indian Railways, all demonstrate the role of information technology in uniting the society. Today many universities are developing free online resources through social networking. Also, various websites are running online tutorials through which people are able to learn by connecting. Information technology is providing online trading platforms through which people are able to make their business known globally. Information technology has brought major changes in corporate communication. Today corporate houses are using video conferencing for meetings and e-mail for correspondence. Information technology is being used by the government for the development of agriculture, which is considered the main heritage of the country. In this sequence, many online portals have been started by the government, through which various information related to agriculture is being shared. Along with this, a mobile app has also been developed to provide updated market prices of grains to the farmers. Be it Dhanush's Kolaveri D or the campaign to get justice for Damini, there are many examples which highlight the positive role of information technology in the social environment.

3. Statement of the Research problem

Information Technology has profoundly altered our modes of life. Information Technology has not spared the social institutions of its effects. The institutions of family, religion, morality, marriage, state, property have been altered. Modern technology in taking away industry from the household has radically changed the family organization. Many functions of the family have been taken away by other agencies. Marriage is losing its sanctity. It is treated as

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a civil contract than a sacred bond. Marriages are becoming more and more unstable. Instances of divorce, desertion and separation are increasing. Technology has elevated the status of women but it has also contributed to the stresses and strains in the relations between men and women at home. Religion is losing hold over the members. People are becoming more secular, rational and scientific but less religious in their outlook. Inventions and discoveries in science have shaken the foundations of religion. The function of the state or the field of state activity has been widened. Modern technology has made the states to perform such functions as -the protection of the aged, the weaker section and the minorities making provision for education, health care etc.

Many works have been done regarding information technology, but there is insufficient works have been done related to change in social environment. The present work will try its best to fill up the research gap of the changing social environment due to information technology.

4. Review of Literature

Vishnu Rajagaria has mentioned in his book "Information Technology: Principles and Applications" (Rajkamal Prakashan, Delhi, 2008) that information technology is the main medium of socialization. Human society is moving towards development through a continuous process of intelligence, logic and socio-cultural traditions. Information technology is playing a major role in this.

Laxmendra Chopra in his major work "Sociology of Information Technology" (Panchkula, Haryana, 2005) discusses the development of communication, communication meaning and process, information technology concept and theory, social role of information technology, possibilities, limitations and The problems, role of information technology in social change are seriously discussed.

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In the book "Culture, Information Technology and Market" (Occasional Publication, New Delhi, 2007) written by Nand Bhardwaj, there is an in-depth discussion mainly on the priorities of the national culture policy, the value system of the society, new education and the interdependence of the latest communication media. Contemplation has been done. The book covers the culture and heritage of coordination; Cultural landscapes and new communication media, environmental challenges and information technologies for media, women, children and adolescents are described.

KewalJ. Kumar in his book "Information technology in India" (Jeico Publication House, Mumbai, 2007) considered communication as a social science and explained its effects on society, children, women etc. and its effects on education. Is. Also, the contribution of information technology in modernization, social development and social change has been shown.

Veerwala Aggarwal has mentioned in his book "Information technology and Society: Challenges and Opportunities" (Concept Publishing Company, Jaipur, 2002) that communication is a dynamic process of communication, which is based on relationships. This is the biggest method of building mutual relations, it works to connect one person to another, one group to another group and one country to another country. Therefore, communication is a dynamic process of interaction of society, and is integral to life as the greatest necessity of life. That necessity makes life meaningful and dynamic.

Subroto Banerjee has mentioned in his book "Culture and Communication" (Patrios Publishers, New Delhi, 1986) that communication works to make life dynamic, human life cannot be imagined without communication. Communication has played a big role in the development of human civilization. Therefore, communication is a process in which one person exchanges feelings and thoughts with another person on the basis of reciprocity.

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This is a double flow. In which on one side there is the communicator and his message and on the other side there is the receiver of the message which is his response. In this way, the process of exchanging knowledge, feelings, thoughts and information is called communication. Through the process of communication, a person's thoughts, attitudes and feelings etc. are shared.

R. Joseph Dominic has clarified in his work "The Dynamic of Mass Communication" (McGrahill, Delhi, 1993) that the basis of any type of communication is sociality. Man is a social animal. Be it personal communication or interpersonal communication, sociality and compulsion are essential for both the parties. Communication is the basis of human social life process. Communication is the foundation of social relationships. Man's sociality is the pillar of his life.

George Foster has written in his book "Traditional Society and Technological Change" (Allied Publishers Pvt. Ltd., Bombay, 1973) that being social beings, all the activities done to maintain relationships in the society are forms of communication. Are organs. Communication is essential for running the unit of life. Communication and sociality are two aspects which are related to each other through the gradual development of communication. For the process of communication to run smoothly, it is very important for its social aspect to be strong. Communication is also very important for the development of life.

Brijmohan Gupta has clarified in his book "Jansanchar" (Radhakrishna Prakashan, New Delhi, 1992) that communication medium is an essential need for every intellectual class in today's time. Having means of communication is very important to have knowledge of current affairs in life. Today, it is due to means of communication that we get information about national and international news. Also, communication medium is a means of increasing human knowledge, information and information. In today's perspective, communication media has

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an important role in social development. Just as a person needs food, clothing and shelter, similarly communication means have also become an integral part of his daily routine.

Mahesh Bhargava and Arun Aggarwal have written in their book "Science of Human Development" (Vinod Pustak Mandir, Agra, 1991) that communication is an important unit of life. Importance of communication is a high level medium to keep life alive. Without communication it is impossible to maintain the essentiality of information. Media has brought about many special changes in the lives of people and has also given a new direction to their lives. In the present times, communication means have emerged as an essential part of people's lives and are also working to make people's lives dynamic. Apart from being an integral part of an educated person's life, communication media is also helpful in the personal development of a person. Along with making life purposeful, communication also works to give right direction to life.

Puranchand Joshi has clarified in his book "Sanskriti Vikas aur Sanchar Kranti" (Granth Shilpi Prakashan, New Delhi, 2001) that communication resources and sociality have a deep relationship. In the present time, communication also works to fulfill the essentials of life. The work of directly informing people about the events happening in the society is seen as a great contribution to sociality. Communication affects the sociality of life the most.

Anil Kumar Purohit in his book "Mass Media, Advertising and Social Change" (University Book House Pvt. Ltd., Jaipur, 2005) has mentioned that communication media have played a vital role in providing education, information and entertainment in this era of information revolution. Many doors have been opened. Media has emerged as the biggest medium of freedom of expression in democracy, which is giving full opportunity to the people to vent out the fire of their thoughts and ideas and also a chance to reflect the freedom in

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its true form is giving. The administrative system and government in India are currently in the process of development, in such a situation, it is very important to listen, know and understand the views of the youth to develop the country, only then the development process will be able to gain momentum and only communication media will be able to play an important role in it. . Today, communication media is a powerful medium of expression for every enlightened citizen and conveys the freedom of the citizens in the true sense.

Sukhbinder Singh has mentioned in his work "Mass Communication in India" (Sage Publication, New Delhi, 1998) that there is a close relationship between means of communication and sociality. It is because of strengthening the social aspect in life that the place of communication medium has become so necessary and essential today.

5. Need and importance of the study

The present era is being seen as the era of information technology where all the nations of the world are developing at a rapid pace in this field. The development of a country is possible only through the information technology used in that country. Therefore, it is necessary that information technology should be used in those areas of the society so that not only an aware society can be created but development can be possible in every area of the society. The economic, social, cultural and political transformation of society depends on the efficient use of information technology, which shows the need and importance of the present study.

6. Objectives of the study

(i) To study the concept, need and importance of information technology.

(ii) To diagnose the impact of information technology on social change.

(iii) To find out the impact of information technology on global society and regional society.

15.03.24

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(iv) To explore out the changes and results brought through information technology.

7. Hypothesis

(i) It has become easier to exchange information at a fast pace through information technology.

(ii) Information technology is playing an important role in making the individual, organization, group and country etc. economically, socially, culturally and politically prosperous.

(iii) Through information technology, mutual connection between global society and regional society becomes possible, due to which solutions to strong democracy, good health facilities, protection of environment etc. become possible at the earliest.

(iv) Information technology and cultural activities are related to each other and rapid changes have been seen in the cultural activities of those institutions which are adopting information technology.

8. Research Method

The present research is based on analytical research methodology. Primary and secondary sources will be used to collect facts for the present research.

9. Overall sample size of the research

Sasaram town of Rohtas District will be selected as the study area for the presented research. Rohtas has an old & interesting history. In pre-historic days the plateau region of the district has been the abode of aboriginals whose chief representatives now are the Bhars, the Cheers and the Oraons. According to some legends the Kherwars were the original settlers in the hilly tracts near Rohtas. The Oraons also claim that they ruled over the area between Rohtas and Patna. The local legend also connects king Sahasrabahu with Sasaram, the headquarter

15.03.24

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of Rohtas district. It is believed that Sahasrabahu had terrible fight with Saint Parsuram, the legendary Brahmin Protector, as a result of which Sahasrabahu was killed. The term Sahasram is supposed to have been derived from Sahasrabahu and Parsuram. Another legend connects the ROHTAS hill to Rohitashwa, son of Raja Harishchandra, a famous king who was known for his piety and truthfulness. The District of ROHTAS formed a part of the Magadh Empire since 6th B.C. to 5th Century A.D. under the pre Mauryans. The minor rock edict of Emperor Ashok at Chandan Sahid near Sasaram confirmed the Mauryans conquests of this district. In the 7th Century A.D. This district came under the control of Harsha rulers of Kannauj.

Sher Shah's father Hassan Khan Suri was an Afghan adventure, he got the jagir of Sasaram as a reward for his services to Jamal Khan, and the Governor of Province during the latter's attachment with the king of Jaunpur. But the Afghan Jagirdar was not able to exercise full control over this subject since the allegiance of the people was very lose and the landlords were particularly independent. In 1529 Babar invaded Bihar, Sher Shah who lost opposed him. Babar has left in his memories an interesting account of the place. He mentioned about the superstitions of the Hindu with regard to river Karamnasa and also described how he swam across the river Ganga at Buxar in 1528.

When Babar died , Sher Shah become active again. In 1537 Humayun advanced against him and he seized his fortresses at Chunar and Rohtas Garh. Humayun proceeded to Bengal where he spent six months, while on his return journey to Delhi he suffered a crushing defeat at the hands of the Sher Shah at Chausa. This victory secured for Sher Shah the imperial throne of Delhi. " The rule of Suri dynasty , which Sher Shah founded, was very short lived. Soon the Mughals regions the imperial throne of Dehli. After his assassination, Akbar tried to extend his empire and consolidated it. The district of Rohtas was thus included in the empire".

15.03.24

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The next event of importance which shook the District, was the reign of Raja Chait Singh of Banaras, his kingdom included large part of Shahabad and his control extended up to Buxar. He raised the banner of revolt against English empire who had a difficult time. At Chunar and Ghazipur, the English troops suffered defeat and the very foundations of the English power in India was shaken. But, is well known fact that Chait Singh lost eventually.

The district had a very uneventful history till we come to 1857 when Kunwar Singh revolted against the British Empire in line with the Mutineers of 1857. Most of the heroic details of Kunwar Singh is concerned with the present district of Bhojpur. However he mutiny had its impact and produced similar up-rising and incidents here and there. The hilly tracts of the district offered natural escape to the fugitives of the Mutiny. During Independence movement the district had a substantiates contribution to the freedom movement of India. After independence Rohtas remained a part of the Shahabad District but on 10th November 1972 Rohtas became a separate District. On the basis of multi-level sampling system, data will be collected from 200 respondents, selecting Sasaram city of Rohtas district.

10. Sample Selection Method

Purposive Sampling Method (200 respondents) will be taken for this study. Both men and women will be selected as respondents.

11. Research Tools

Self-made interview schedule will be used for the study.

12. Data collection method

Reliable facts will be compiled on the basis of interviews. The interview schedule will be used in the order of interview.

15.03.24

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13. Tentative Chapters

Chapter I	:	**Introduction,**
Chapter II	:	**Review of literature**
Chapter III	:	**Research Methodology**
Chapter IV	:	**Study area and field experience**
Chapter V	:	**Socio-demographic Background of the respondents**
Chapter VI	:	**Impact of Information Technology on Society and Environment**
Chapter VII	:	**Information Technology and Globalization**
Chapter VIII	:	**Role of information technology in social, economic, political change.**
Chapter IX	:	**Summary and Conclusion**
		Bibliography, schedule etc.

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Himadri Shekar
15.03.24

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16/3/24

Supervisor

15.03.24

Scholar

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